



2023 MEMBER SATISFACTION

BUILDING THE MEMBER EXPERIENCE

JULY 2023

Members continue to view the Battle River Power Coop customer experience with a positive lens.

Whenever there's a power outage, they work very quickly and restore power quickly. They're good to talk to over the phone, and their technicians are knowledgeable.

They are pretty quick on their response time and very professional personnel in my experience.

Whenever there is an unplanned power outage, we have our power back on in two hours.

If there is a planned power outage, they give you five days notice. They keep the power poles maintained and are respectful of people's property.

We have had a couple requests in the past, and they have been very willing to work with us. They have exceeded our expectations as to what we are asking from them.

Any time there is an issue with the power, Battle River is quick to answer phone calls and quick to do repairs.

- Battle River Power Coop Members

HIGHLIGHTS

Overall member satisfaction improved significantly in 2023 but members are concerned about electricity affordability.

Overall Member Satisfaction – random sample of the membership, results are shown in **yellow** throughout the report.

- Battle River Power Coop wants to continue to have a strong membership base and a solid company reputation in a competitive and complex market.
- It is trusted, known for having reliable electricity service, and members consider it to have a good overall reputation.
- Members continue to be concerned about the cost of electricity. The top mentioned area to improve is about maintaining electricity affordability.
- Billing is another opportunity to improve member satisfaction. Member suggestions included making the bill easier to understand and providing digital billing and payment options.
- There is also opportunity for Battle River Power Coop to better communicate its practices for diversity, equity and inclusion. Over one-third of members indicated they don't know if Battle River Power Coop has a diversified, equitable, inclusive workforce.

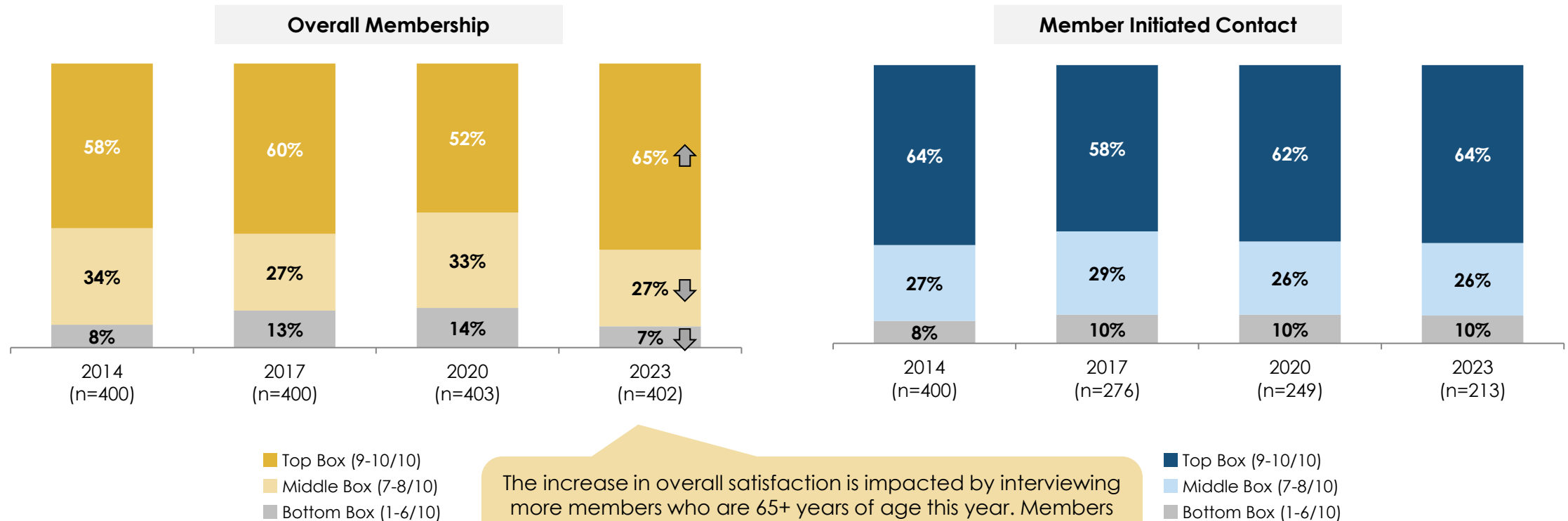
Member Initiated Contact – members who recently contacted Battle River Power Coop, results are shown in **blue** throughout the report.

- Battle River conducts the member-initiated study so that it can understand and improve member satisfaction.
- Satisfaction remains strong in 2023 and has been trending up since 2017.
- Employee ratings are at their highest since 2014. They are considered easy to work with, knowledgeable, responsive and easily accessible.
- Members who have been in contact with Battle River Power Coop are concerned about electricity prices. 1 in 6 contacted Battle River Power Coop to get a better price or to get on a contract.
- First call resolution should continue to be a focus as it has a significant impact on member satisfaction with the customer experience.
- Building an emotional connection with customers will increase loyalty to Battle River Power Coop. Employees can help build this emotional connection by demonstrating they care about customers through their actions.

OVERALL SATISFACTION WITH SERVICES

Satisfaction rebounded in 2023 among the overall membership and is at its highest since the start of this research. For members who contacted Battle River Power Coop, satisfaction has been trending up since 2017.

Satisfaction with Services from Battle River Power Coop




The increase in overall satisfaction is impacted by interviewing more members who are 65+ years of age this year. Members 65+ have stronger overall satisfaction (75% top box score) than those under 65 years (57% top box score).

↑ Significantly higher than 2020
 ↓ Significantly lower than 2020

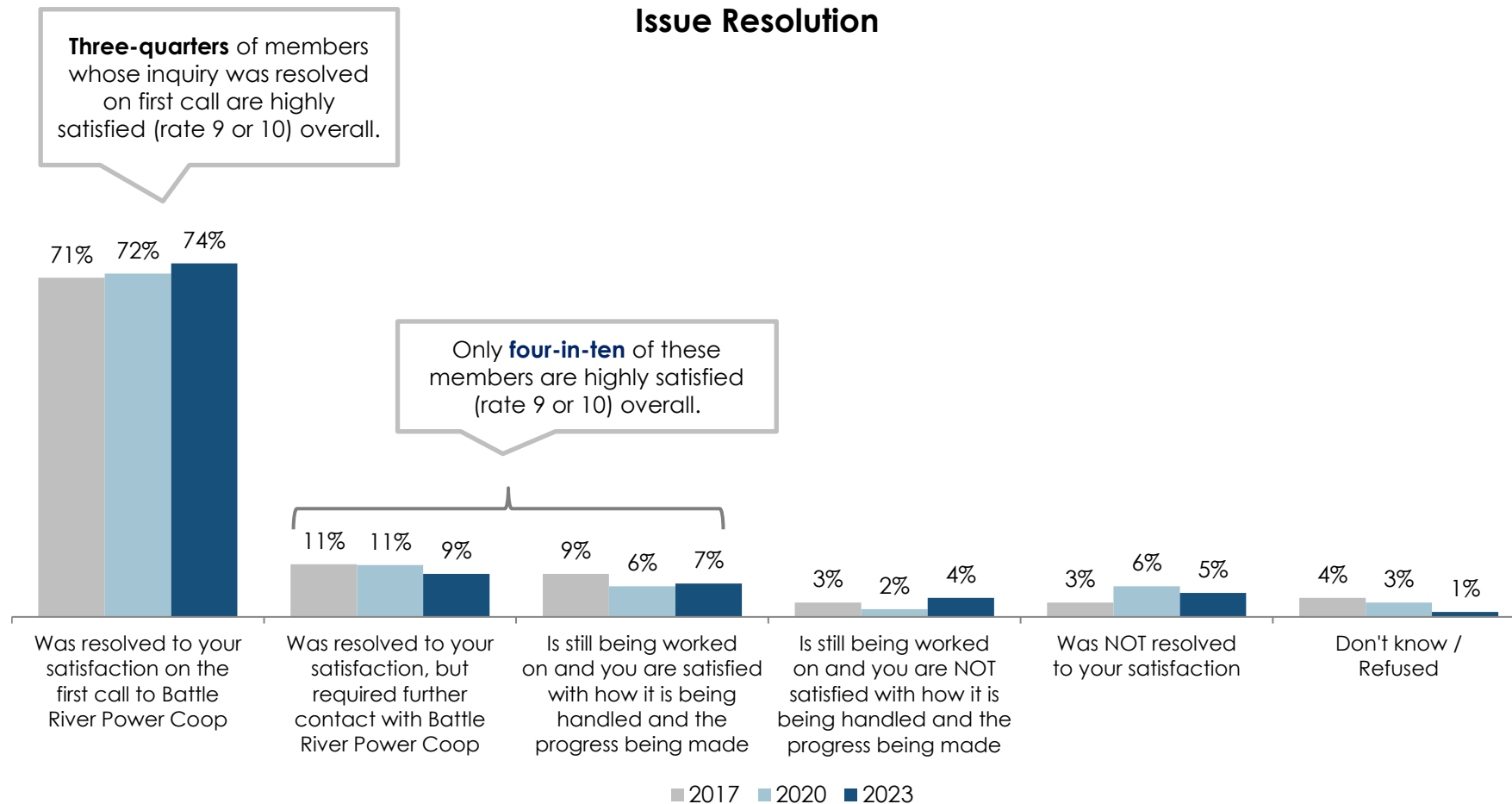
MEMBER SUGGESTIONS TO IMPROVE THE CUSTOMER EXPERIENCE

Maintaining affordability of electricity is the top mention for what members would like improved. Improvements to billing and better communication were also identified as areas to improve.

 Top 3 Suggestions by Members to Improve the Battle River Power Coop Customer Experience (% mentions)	Overall Membership 2023 (n=402)	Member Contact 2023 (n=213)
Maintain affordability: <ul style="list-style-type: none"> Lower the rates and/or price of electricity Reduce transmission, distribution, and administration fees Lock / regulate the rate 	28	24
Improve communication: <ul style="list-style-type: none"> More frequent and timely updates on planned and unplanned power outages Be knowledgeable about and advise on contracts and rates, including on whether to lock in rates Provide better explanations about rates including the difference between RRO and contract rate Follow up with customers on unresolved inquiries 	5	8
Improve billing: <ul style="list-style-type: none"> Make the bill easy to understand Digital billing / email bills Offer online, mobile friendly payment options Offer a grace period /extension to pay the bill; extend or adjust the billing date 	5	5

CALL RESOLUTION

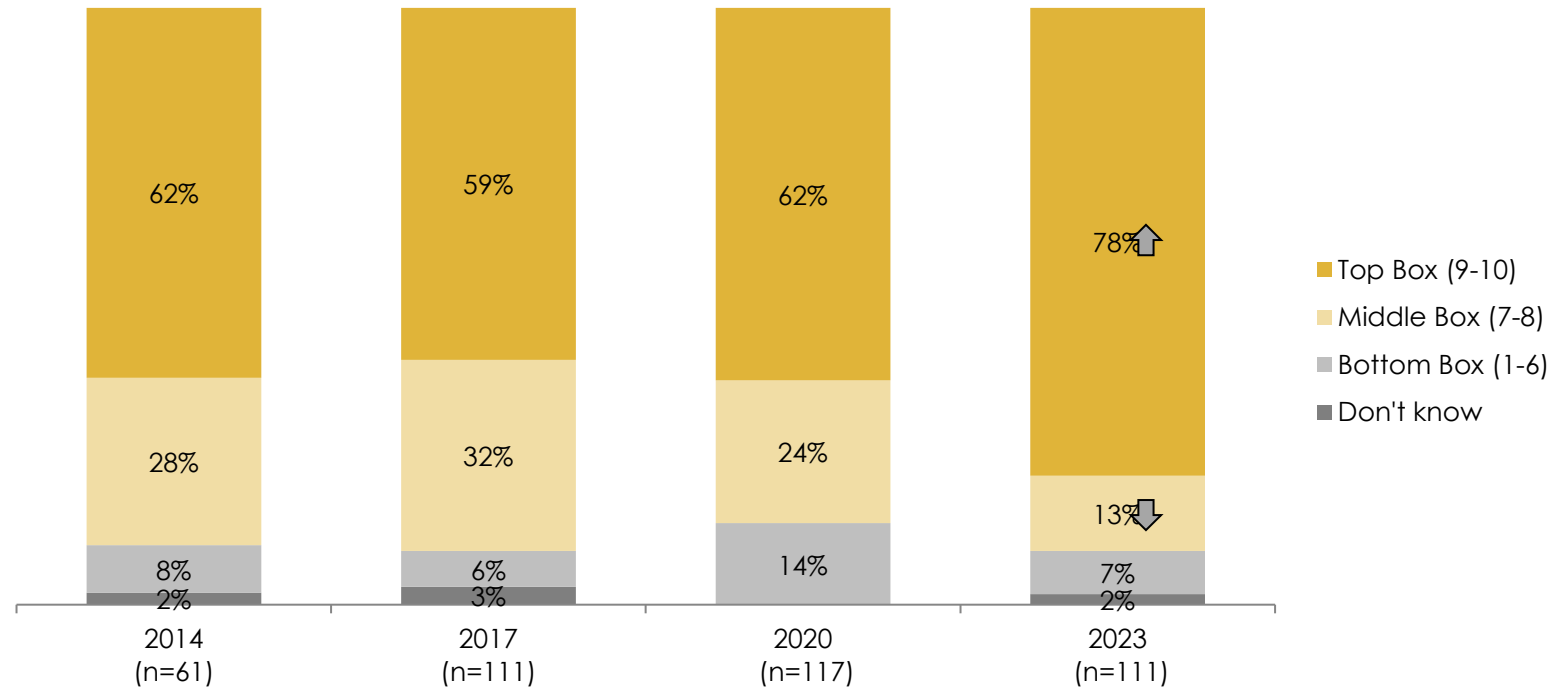
First call resolution remains high and is trending up over time. It remains key to high overall satisfaction with Battle River Power Coop.



OVERALL SATISFACTION WITH PERSONNEL

Perceptions of personnel notably increased in 2023, with close to eight-in-ten members giving personnel a Top Box (9-10) rating for their overall satisfaction.

Battle River Power Coop Personnel Overall Rating

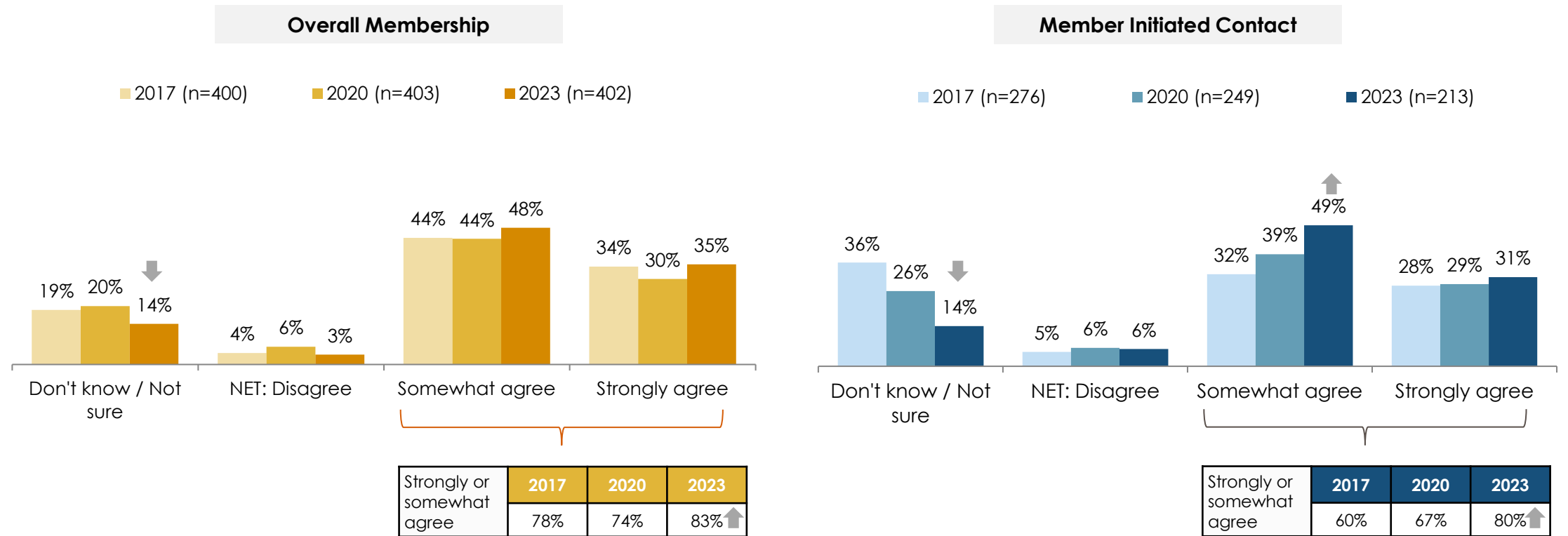


↑ Notably higher than 2020
↓ Notably lower than 2020

PERCEPTIONS OF THE BOARD OF DIRECTORS

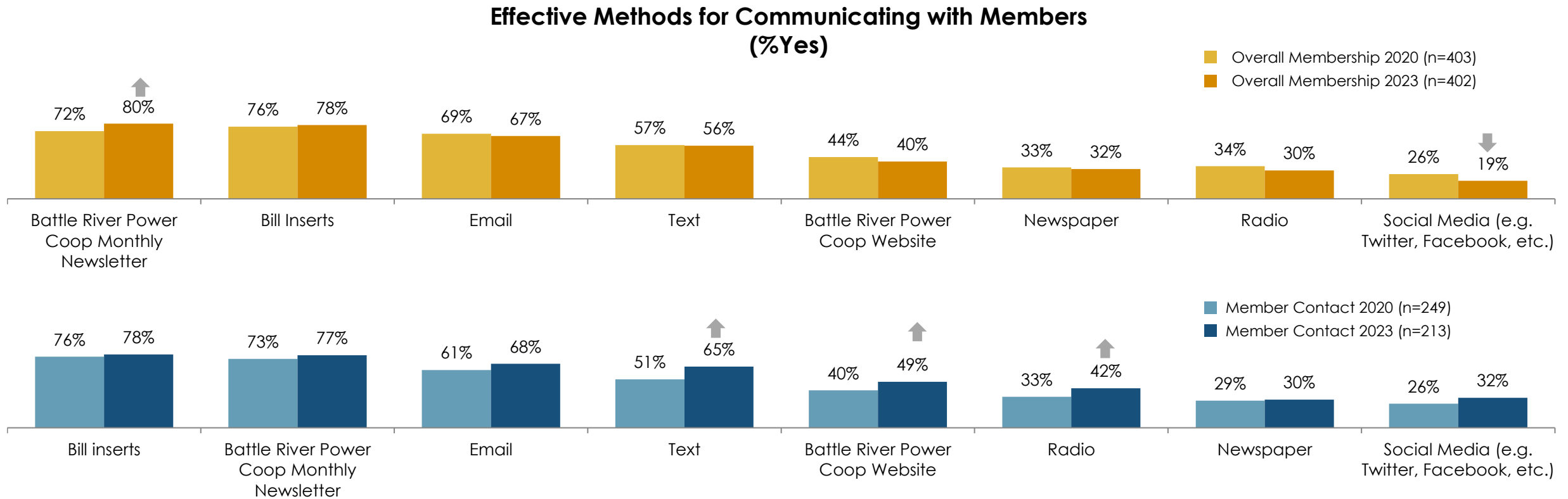
Agreement that the Board of Directors is making the right decisions to maintain the long-term stability of the Coop is notably up compared to 2020.

The Board Of Directors is Making the Right Decisions to Maintain the Long-term Sustainability of my Coop



MOST EFFECTIVE COMMUNICATIONS

Bill inserts and newsletters continue to be the most effective methods for communications. Text and website are on the rise among members with recent contact.



↑ Significantly higher than 2020
 ↓ Significantly lower than 2020